



WKMG

# ORDER

Flight Dates 10/16/12-10/22/12

Contract / Revision 262039 /  
Original Date / Revision 10/15/12 10/15/12  
Advertiser POL/Connie Mack/R/Sen/FL

Product MACK FOR SENATE  
Agency Com 15%  
Billing Contact  
919 Prince Street  
Alexandria, VA 22314

Agency John McLaughlin & Associa  
Buying Contact Marianne Campbell  
919 Prince Street  
Alexandria, VA 22314

Sales Office PHI  
Sales Region NAT  
Agency Ref

Order Sep 00:20:00  
Estimate # 600  
Alt Order # 06374912  
Billing Type Cash  
Order Type GENERAL  
Billing Cycle EOM/EOC  
Billing Calendar BROADCAST  
Demographic A35+  
Rev Codes AGY POL CAND  
Product Codes PL-Senate-Republican  
Priority P-2  
Advertiser Ref

Primary Account Executive  
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 48500

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	43	\$41,225.00	\$48,500.00	0.00	10/01/12	10/22/12	43	\$41,225.00	\$48,500.00
Totals	43	\$41,225.00	\$48,500.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WKMG	10/22/12	10/22/12	Morn News at 6a Morn News at 6a	CM	6-7a	1-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	1-----		1				\$600.00		0.00			
2	WKMG	10/16/12	10/18/12	Morn News at 6a Morn News at 6a	CM	6-7a	-T-T---	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-T-T---		2				\$600.00		0.00			
3	WKMG	10/22/12	10/22/12	CBS This Morning The Early Show	CM	7-9a	1-----	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	1-----		1				\$450.00		0.00			
4	WKMG	10/16/12	10/19/12	CBS This Morning The Early Show	CM	7-9a	-TWTF--	:30	4	\$450.00	P-2	0.00	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			



WKMG

Print Date: 10/15/12

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Contract / Revision

262039

Flight Dates 10/16/12-10/22/12

Hiatus Dates

Original Date / Revision 10/15/12/ 10/15/12

Order Sep 00:20:00

Advertiser POL/Connie Mack/R/Sen/FL Product MACK FOR SENATE

Estimate # 600

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
4	WKMG	10/16/12	10/19/12	CBS This Morning The Early Show	CM	7-9a	-TWTF--	:30	4	\$450.00	P-2	0.00	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-TWTF--					4	\$450.00		0.00			
5	WKMG	10/22/12	10/22/12	10-11a Let's Make A Deal Let's Make a Deal	CM	10-11a	1-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----					1	\$600.00		0.00			
6	WKMG	10/16/12	10/19/12	10-11a Let's Make A Deal Let's Make a Deal	CM	10-11a	-TWTF--	:30	4	\$600.00	P-2	0.00	NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-TWTF--					4	\$600.00		0.00			
7	WKMG	10/22/12	10/22/12	11-12p Price Is Right Price Is Right	CM	11a-12p	1-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----					1	\$1,200.00		0.00			
8	WKMG	10/16/12	10/19/12	11-12p Price Is Right Price Is Right	CM	11a-12p	-TWTF--	:30	4	\$1,200.00	P-2	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-TWTF--					4	\$1,200.00		0.00			
9	WKMG	10/22/12	10/22/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	1-----	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----					1	\$900.00		0.00			
10	WKMG	10/16/12	10/19/12	Local 6 News 12-1230p Local 6 News 12-1230p	CM	12-1230p	-TWTF--	:30	4	\$900.00	P-2	0.00	NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-TWTF--					4	\$900.00		0.00			
11	WKMG	10/22/12	10/22/12	News at 6p News at 6p	CM	6-630p	1-----	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----					1	\$1,400.00		0.00			
12	WKMG	10/16/12	10/19/12	News at 6p News at 6p	CM	6-630p	-TWTF--	:30	4	\$1,400.00	P-2	0.00	NM	4	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-TWTF--					4	\$1,400.00		0.00			
13	WKMG	10/22/12	10/22/12	News at 7p News at 7p	CM	7-7:30p	1-----	:30	1	\$1,700.00	P-2	0.00	NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----					1	\$1,700.00		0.00			
14	WKMG	10/16/12	10/19/12	News at 7p News at 7p	CM	7-7:30p	-T-TF--	:30	3	\$1,700.00	P-2	0.00	NM	3	\$5,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-T-TF--					3	\$1,700.00		0.00			
15	WKMG	10/22/12	10/22/12	M-F 11p News M-F 11p News	CM	11-1135p	1-----	:30	1	\$1,700.00	P-2	0.00	NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	1-----					1	\$1,700.00		0.00			
16	WKMG	10/16/12	10/19/12	M-F 11p News M-F 11p News	CM	11-1135p	-TWTF--	:30	4	\$1,700.00	P-2	0.00	NM	4	\$6,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-TWTF--					4	\$1,700.00		0.00			



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Contract / Revision **262039** Flight Dates **10/16/12-10/22/12**

Hiatus Dates

Original Date / Revision 10/15/12/ 10/15/12

Order Sep 00:20:00

Advertiser **POL/Connie Mack/R/Sen/FL** Product **MACK FOR SENATE**

Estimate # **600**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
16	WKMG	10/16/12	10/19/12	M-F 11p News M-F 11p News	CM	11-1135p	-TWTF--	:30	4	\$1,700.00	P-2	0.00 NM	4	\$6,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
	Week:	10/15/12	10/21/12	-TWTF--					4	\$1,700.00		0.00		
E 17	WKMG	10/17/12	10/17/12	Wed 7-8p Wed 7-8p SENATE DEB <sup>A</sup>	CM	7-8p	--2----	:30	2	\$1,700.00	P-2	0.00 NM	2	\$3,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
	Week:	10/15/12	10/21/12	--2----					2	\$1,700.00		0.00		
18	WKMG	10/20/12	10/20/12	7-9a CBS This Morn Sa 7-9a Sat Early Show	CM	7-9a	-----1-	:30	1	\$350.00	P-2	0.00 NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
	Week:	10/15/12	10/21/12	-----1-					1	\$350.00		0.00		
19	WKMG	10/20/12	10/20/12	Sat 11p News Sat 11p News	CM	11-1135p	-----1-	:30	1	\$1,700.00	P-2	0.00 NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
	Week:	10/15/12	10/21/12	-----1-					1	\$1,700.00		0.00		
20	WKMG	10/21/12	10/21/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----1	:30	1	\$1,400.00	P-2	0.00 NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
	Week:	10/15/12	10/21/12	-----1					1	\$1,400.00		0.00		
21	WKMG	10/21/12	10/21/12	1030-1130a Face Natior Face The Nation	CM	1030-1130a	-----1	:30	1	\$1,800.00	P-2	0.00 NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
	Week:	10/15/12	10/21/12	-----1					1	\$1,800.00		0.00		
													Totals	43 \$48,500.00